



CLIENT CASE STUDY

LYNGBY BK



BACKGROUND

Lyngby Boldklub is a Danish Football team based in the Copenhagen-area. Lyngby have won the Danish Championship twice and the Danish Cup three times. In recent years the club is working from a local perspective to get support from sponsors and fans. From 2018 until now the club has grown from 70 to 285 sponsors and more than doubled its average attendance.

THE BUSINESS CASE

Lyngby were already actively exploring the commercial opportunities on their digital channels, across a mix of local partners and were looking for a solution that could provide support at each end of the commercial relationship. They wanted a tool to help determine how their content should be packaged and priced when building sponsors pitches but also one that provides a precise picture of their digital performance and so we can demonstrate the value being delivered to each partner.

HOW WE MET THEIR NEEDS

Horizm's AI-powered platform provided just the support they were looking for and was able to quickly to deliver a commercial impact for the club.

“ I have been very impressed by how quickly we have seen the benefits of the tool. In just a few months it has already been instrumental in helping us close a partnership by providing a really compelling data driven sales message around our starting line-up content that we didn't have before. ”

Kristian Maimann, CCO, Lyngby Boldklub

Lyngby have also been able to successfully use the tool to support the digital activation around a training camp, taking learnings from Horizm to shape a short term content partnership for a local car dealer and then, using the tool's easy-to-use analytics, provide bespoke reports showing the value the sponsor received.